

WHAT OMAHA OFFERS TO THE WOMAN WHO DRESSES WELL.

Beautiful Gowns of Latest Paris Models Shown by a Local Dealer.



BEATRICE D'ESSLING - IMPORTED MARQUINETTE WITH HARD BULGARIAN EMBROIDERY



MARJORIE MULFORD - WHITE SURGE ETON SUIT - PLAIN EMBROIDERY, REAL IRISH LACE TRIMMING.

MARGARET KELLY - 3 PIECE DEPTH-COSTUME WITH ETON JACKET IRISH LACE AND WIDE WOOD-SILK BRAID.



MARJORIE MULFORD - 3 PIECE SUMMER DEPTH-COSTUME, EMPIRE EFFECT, WITH SEPARATE COAT OF SILK AEOLIAN.

SPRING SIGNS IN MILLINERY

Fancies and Freaks of Fashion as Seen in New York.

STUNNING CREATIONS IN COLORS

Helmet Hat Considered "A Peach" and the Tailored Hat "A Bear" - Gossip About Decorative Effects.

Although the weather hardly warrants forsaking one's winter apparel, many New York women have discarded their winter hats and are wearing smart looking straw effects, even while carrying furs and other winter clothes.

It seems to be the custom to have one's first hat a tailored one. With few exceptions the spring millinery seen to date has been rather severe. Coarse straws have been seen in decidedly bright shades of blue, red and green individually and collectively. The Napoleon effects have started out strong, but it is predicted for them that with the hot weather they will suffer a setback and the shade hat be more favored.

The hat novelty of the moment is the helmet hat in its many variations. "Days of old when knights were bold" are being revived as far as hats are concerned and all sorts and conditions of formidable-looking head-dresses, peculiar to the days when knight-hood was in flower, are serving as models for the up-to-date Easter girl's bonnet.

This would argue for a tendency toward stiffness in the newest hats. This is true in many instances, but the soft cap-like hats have won the hearts of so many that they cannot be so quickly ousted from the field. There are many hats on this order being shown and the shops report them good sellers among the medium and lower price goods. "No ding-a-lings" seems to be the slogan of the trade in general, for everything is being done to popularize a more profitable style of headwear, and one that will require some trimming. Nevertheless a few straw ding-a-lings are finding their way to the market places as scantily trimmed as yore, but it requires no stretch of the imagination to know what kind of trade buy and sell them.

Reverable Fronts.

It is always more or less a matter of uncertainty to ascertain which is the front of a hat, or at least that they fit the head, such has been the case, but now our perplexity knows no bounds, for many hats are reversible, looking equally well front or back or other way around. Of course, this is an aid to the saleswoman because there are four chances instead of one that a hat will be becoming.

Later on, sailors are to be pushed. Some of those being prepared for after Easter wear are enormous, and have a tendency toward flatness, although many brims roll upward. It is the fashion at present to decorate the under brim. There are still

no bandeaux, the trimming being applied to the brim. In some instances the brim, if not the entire hat, will be veiled with allover lace. A novelty much in vogue for this purpose is an open mesh veiling made of fine hair braid. This is decidedly effective in black over a color, say for example, bronze or even a burnt straw. A hat veiled in this way requires practically no other trimming other than a smart knot of ribbon, or a simple flower garniture. There is no tendency to over-decoration this season. To be sure when flowers are used to trim they are frequently piled on in a bewildering assortment of kinds and colors, both hot house and field flowers being used side by side and in the most astonishing color combinations, but with this and a few other exceptions the hats are comparatively simple.

The Plume is the Thing.

Ostrich, particularly in colors, is being much used. The manner of its mounting is many and varied, but the preference appears to be for back trimmings or for the feather to face across the crown, if the hat is a low one. It will be noted that uncurled feathers are very much in the limelight, particularly in colors, whether they be high or neutral. Smart retailers report a big demand for ostrich trimmed models. Ostrich trimming always suggests a large or at least comparatively large hat and yet this season has given us some small and medium sized ostrich hats, which are very acceptable to our sight. There is for example, the narrow brim high crown model, which is at present well liked, and is often feather trimmed, and there are numerous Napoleon effects that could not be termed large in comparison with the enormous platter hats also in evidence.

Much has been said and written on the subject of coral, meaning not only the color, but the beads. It is catching the public fancy and will be a fad that will last into the summer at least. The best trade do not take as kindly to the beads as do the other class, but the color is a favorite and most becoming one when judiciously used. It is good in combinations of blue, grey, ecru and purple and is stunning with black and white, singly or in combinations. Although the season cannot be designated as a one color season, for which the trade offers praise, it has a leaning toward coral and all warm pink shades, toward blues and purples. Indian colorings, notably in stripes and beads, are also enjoying a run, while there is a decided reluctance to relinquish black and white.

Tailored Hats.

Among the tailored hats there are many in this last combination in milan and black velvet, black milan and white wings, and black hemp with bows of straw having a border of white if the bow is black or vice versa. Lengths of "straw ribbon" in all colors are to be bought in the retail stores, there being just enough for a bow in each length. The straw is very soft and pliable and is usually about five or six inches wide.

Ribbon departments are showing consid-

ERABLE parade of spring wardrobes is merely a reminder that summer is at hand, and the summer gown is waiting in the shops for the inspection and purchase of the discerning shopper. This year these gowns have a charm which is different with each gown. This is a year when no one style is featured at the expense of all other styles, but when several distinctive ideas find distinctive expression in the different gowns sent out by the foreign experts. It is, in a word, a season when woman is given an opportunity to express her own taste and discrimination in the selection of models which please her.

A visit to the Brandeis stores and an inspection of the imported models, of which the above pictures are typical, emphasizes the fact of the pleasing variety from which woman may choose and still be gowned in the latest mode. A few general tendencies, however, are observed. The low, round neck effect, the elbow length sleeve, particularly the kimono sleeve, predominate. The tunic effect in skirts continues popular, though the later novelty, the founced skirt, is shown in some of the most attractive gowns. In this skirt the founces extend from the hem to the knee, or just above, and they are three inches wide and laid on quite flat, without fullness. The founces are either of the principal material or of a contrasting one. For instance, a satin suit will have founces of braid, or lace, or velvet.

Many of the lingerie and other wash dresses have hems of velvet in some pale color, and the elbow sleeves are finished in this way, also. The velvet is merely tacked on and can be removed when the gown goes to the cleaner. The gowns are simple in line, but elaborate in material and embroidery. One of the chief novelties, showing the reign of embroidery, is a lingerie gown of

thin batiste, embroidered with a colored thread. The Bulgarian blue, or the coral color, are most popular. The silk slip worn with such gowns always matches the embroidery in color, as do the shoes and stockings to be worn with them.

Another of the gowns is indicative of the favor in which the bead embroidery is held. The Indian bead is used to outline the color in the embroidery. The beauty of the gown is increased by the use of torchon lace, as a founce on the skirt. The beads are used in embroidering both marquisettes and veils.

One gown, which is embroidered in light blue, has turquoise blue beads to emphasize the color. However, it is authoritatively stated that this is to be a white summer. White coats are to be given first favor and white gowns are to be given preference by the discerning dresser. Touches of color will be added, but chiefly by the use of embroidery.

Novelties for the summer are one-piece dresses of white corded silk. The silk used is supple, and though the gowns are tailored, they are made with the low, round collar, and very short kimono or magyar sleeves.

The popularity of the round collar and the kimono sleeve extends to the waists. The newest of those shown is the "Tunic-Waist." These waists are usually made Empire shape, and the tunic is quite long, giving a graceful effect. Those made of all-over embroidery are most attractive. They are made invariably with the low, round neck, and short sleeves. They fasten all the way down the back, with tiny buttonholes, or they sometimes slip over the head and button on the top of the shoulders. Plain tailored waists of white china silk are in great favor for both spring and summer wear.

The black velvet sailor collar is a touch which adds to the smartness of the tailored wash suits. Silver buttons are another latest fancy.

able activity and some beautiful ribbons are being shown. A very effective one about seven inches wide was a fine faille having a veiling of chiffon over it, leaving a half-inch border at either side, leaving a half-inch border at either side. This, like many other fashionable ribbons, comes high, but ribbon trimmings are wanted these days and when a New York woman wants a material she usually gets it, no matter what the cost. The idea of using one ribbon over another is also good for business, to say nothing of being very pretty. Two-faced ribbons are having a

sale and make stunning bows.—Millinery Trade Review.

Dear Fasting.

"The late Archbishop Ryan," said a Philadelphian, "used to rebuke in Lent those whose fastings and abstinences were more a matter of form than a matter of discomfort. 'I once heard the good archbishop tell of two pump gourmets who were discussing during Lent their favorite fast dishes. 'Trout,' said the first, with a sigh, 'has

gone up, thanks to the high cost of living and the Lenten season.' 'Yes,' said the other, 'isn't it terrible? Oysters, terrapin, teal duck, wine, caviar—everything is dearer! Indeed, I often wonder these days where one is to get the money to fast with.'"

Why She Thought So.

"Was your husband a bear in Wall street?" "I think so," replied young Mrs. Torkins. "He certainly acted like one when he got home."—Washington Star.

LONDON LOOKS FOR PROFIT

Shopkeepers, Dressmakers and Hotel Keepers Smiling.

CORONATION A DRAWING CARD

Many Thousands Expected from the United States, the Colonies and Continent and All Will Bring Fat Pocketbooks.

BY LADY MARY MANWARRING.

LONDON, April 15.—(Special to The Bee).—It is calculated that this will be one of the most prosperous years London has seen in several decades. Toward the latter part of June money will veritably flow like water. The government will have spent \$1,000,000 on the coronation, a big sum within itself, yet only a trifle when compared with the amount that will be spent from all sources.

Probably 25,000 people, at least, will come from the continent, from the colonies, India, the United States and all quarters of the earth. Many of these will be immensely wealthy, and with their expenditures in hotels, amusements, in purchases of pictures, antiques, jewelry and clothing, their total outlay will run into millions. Then London has her own wealthy citizens, who will spend lavishly on clothes in entertaining, at theaters and in a dozen other ways. And lastly there will be an immense concourse of London holiday-makers and provincial visitors.

It is estimated that 1,000 wealthy visitors, many of whom are Americans occupying houses here to entertain during the coronation season, will spend \$4,000,000. Estimates place the total amount that will be spent at \$20,455,000. The estimates are placed that 10,000 wealthy Britons will spend \$20,000,000, or about \$5,000 each.

First Levee Day Set.

The first court has been fixed for Tuesday, May 3, and it is to be almost exclusively diplomatic and official. The whole of the corps diplomatique will attend, and the only general presentations will be of women who are entitled to the privilege of the entree. All the members of the royal family who are in England will be present at this court. The second court, which is to be held on the following night, will be for presentations from the general company. The third and fourth courts are to be held later in May.

The presentation of the former Miss Vivien Gould at court is already a topic of animated conversation in the powerful American colony.

A striking feature of the coronation season will be the large number of American peeresses who will take a prominent part in the festivities. Chief among them will be the duchess of Marlborough, formerly Miss Vanderbilt, and Lady Decies, formerly Miss Vivien Gould.

American Money on Tap.

But the list of American hostesses who will give great parties during the coming season is almost endless. There are the

duchess of Roxburghe, the countess of Craven and Lady Leth of Fyvie, Lady Maidstone, a member of the Drexel family, and Hon. Mrs. Cecil Bingham, once Mrs. Chauncey, one of the most popular American hostesses in London, whose unexpected marriage to General Bingham took all her friends by surprise.

The duchess of Manchester is another hostess who is planning big entertainments at her house in Grosvenor Square. To countesses of Ancester, also an American, intends to give some big coronation parties. The young countess of Granard, formerly Beatrice Ogden Mills, is a favorite with the royal family, and will certainly be in the forefront of coronation hostesses. Count and Countess Laszlo Szechenyi will come over to swell the gathering of the Vanderbilt colony in London for the coronation.

It is estimated that Americans who entertain during the coronation season will be among the most lavish spenders in London and their homes will be the scene of many brilliant social functions during the coronation period. A large number of Irish and Scotch presentations will be made at the courts which are to be held at Dublin castle, and at Holyhead house in July, and this arrangement has considerably reduced the number of names on the lord chamberlain's lists.

Investiture of Wales.

Official arrangements have been announced for the historic and poetical ceremony of the investiture of the prince of Wales. The ceremony will take place July 13 at 2.30 o'clock when the prince will be invested of governmental authority by King George V.

The queen will also be present. Their majesties will arrive off Holyhead on board the royal yacht, and at the appointed time will proceed by train from Holyhead to Griffith's corner station.

De Soberal on Hand.

The Marquis de Soberal has been an interesting visitor to Sandringham as in former years, when he was a favorite at the late court, being in attendance regularly at the parties given by King Edward and Queen Alexandra and was well received. It will be remembered that at the time of the young king's accession to the throne of Portugal that monarch was reported to have desired return to Portugal as his right hand man, but that, at the request of King Edward and Queen Alexandra was allowed to remain in attendance at the court of St. James. Who knows but what the history of the ill-fated house of Braganza might have been differently written had he been allowed to return? The marquis has really been so long in residence in this country that he must feel more at home here than on his native heath. At any rate, it is much more pleasant to spend one's times in the company of a hostess like Queen Alexandra than dodging bombs and fighting revolutions in Portugal.